

## Effective Use of Media

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# EFFECTIVE USE OF MEDIA

**Effective Use =  
Getting Your Money's worth**



# EFFECTIVE USE OF MEDIA



## What is Media?

*The choices are many.*

- Broadcast
- Cable
- Print
- Outdoor
- Direct mail
- Non-Traditional

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**Bottom Line:  
Think Efficiency!**

**What are the costs  
vs. the benefit?**

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## Radio

- Wide reach
- Targetable by demographic
- Possible overspill

## Radio Tips

- Negotiate the best deal
- Watch out for the broad rotator
- Stay away from “high demand” periods..



## **Value added promotions**

- PSA's
- :10's
- Billboards
- Liners
- Remotes
- Interviews
- Contest
- Giveaways

## **Arbitron ratings, TAPSCAN**



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## Television

- Cable vs. Broadcast
- Cable cheaper, but penetration is 50-60%.
- Broadcast more expensive, but more reach.

## **Negotiate value-added...** *but television isn't as flexible as radio.*

- Check into on-air sponsorships
- :10's
- PSA/bonus airings

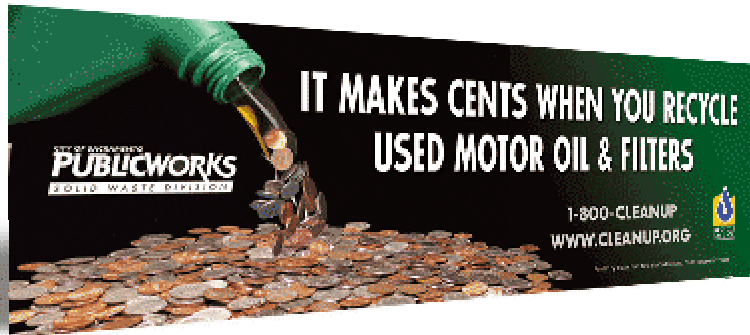
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## Print

- Rate card only.
- Check into their government or non-profit rates
- Contract rates

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## Outdoor

- Flexible rate card
- Request public service placements
- Ask for specific locations

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## Other Media

### Direct mail

- Utility billing service or waste hauler
- Don't always reach multi-family
- Try printing on back of envelope
- Solo mailings are expensive

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## Other media

- Pump Toppers

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## Other media

- Floor decals

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- Interactive CD's
- Radio traffic report sponsorships
- Vehicle WRAP



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## **Free media**

- Interviews
- Press releases

## Evaluation of Your Media

- Have goals in place beforehand
- Measure results against these predetermined goals

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- Visitors to your event
- Increased traffic at a particular site
- Increase oil recycling by a certain percentage

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- Increase calls to your hotline by XX%
- Increase visits to your website
- Giveaway X many drainer containers, etc.

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## SUMMARY

- Plan your media based on geographic area
- Select your demographic and choose media that can reach them the best
- Watch costs closely... don't always take the first option presented

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## SUMMARY

- Negotiate wisely..pretend you're buying a car
- Stay away from busy, expensive periods
- Request value-added promotions

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## SUMMARY

- Request public service placements and/or rates
- Piggy back on utility bill mailings
- Look at non-traditional media to complement your key efforts



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